

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPAIES, INC.
(FD4)
Printed in U.S.A.

AD# 355-C2-"BONANZA"-REQ# M-93325-Page 4/C Bleed -(8 3/4" x 11 1/2") National Magazines, 1987

PLAYERS LIGHTS 25s

5 extra per pack!

Bonanza!

25 for the price of 20.

Kings & 100's
Regular and Menthol

© Philip Morris Inc. 1987

MP's suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.



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